



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/05 thru 09/11.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Sep 05, 2008

NATIONAL SUMMARY

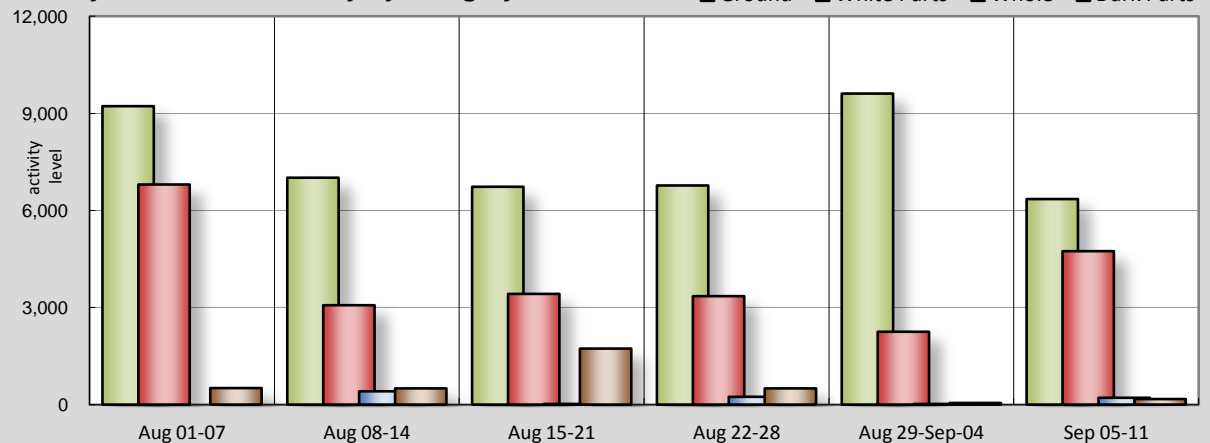
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	38.9% of 18,000 outlets		38.7% of 18,000 outlets		41.5% of 17,000 outlets	
Special Rate ^{4/}	8.2%		5.0%		3.4%	
Activity Index ^{2/}	11,900		12,980		14,690	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	90	1.63	10	1.39	450	1.14
" - Toms			10	1.39	30	1.19
Frozen - Hens	120	0.99			230	0.72
" - Toms					230	0.72
PARTS:						
Breast:						
Bone-in, whole						
Fresh	460	2.78	560	1.99	390	1.96
Frozen	490	1.62	590	1.47	560	1.61
Hotel Style						
Fresh	300	0.99			610	0.94
Frozen						
Split, bone-in						
Fresh	70	2.69			230	2.94
Rotisserie	1,790	8.12	130	7.99	470	7.74
Boneless, whole						
Fresh	160	4.37	50	4.77		
Cutlets						
Fresh	1,230	4.62	480	4.16	980	4.25
Cutlets, thin sliced						
Fresh	10	3.49	50	4.49		
Strips						
Fresh	20	4.99			560	4.19
Tenders						
Fresh	210	4.78	390	4.24	950	3.94
Marinated Tenders						
Fresh	190	4.20	920	3.91	620	3.89
Drumsticks						
Fresh	70	1.61	20	1.44	450	1.46
Thighs						
Fresh	70	1.61	20	1.49	450	1.46
Wings						
Fresh	10	1.34	10	1.39		
Necks						
Fresh	10	1.88				
Smoked Drumsticks						
Fresh	10	1.88				
Smoked Wings						
Fresh	10	1.88				
Smoked Necks						
Fresh	10	1.88				
GROUND TURKEY:						
Patties	6,350	2.83	9,610	2.83	7,100	2.62
Sausage	810	2.72	1,430	3.09	1,690	2.51
85% lean	930	2.41	3,090	2.84	1,350	2.40
93% lean	430	1.90	630	1.80	1,060	1.79
Breast	2,990	2.47	3,480	2.57	1,680	2.33
Rolls (frsh/frz 1 lb.)	1,190	4.47	980	3.93	1,320	4.00
Rolls (frsh/frz 1 lb.)	240	1.65	130	2.00	380	1.09

Note: rolls not included in ground fresh ground turkey total and weighted average.

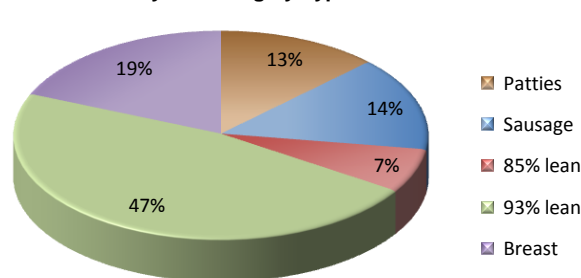
This Week's Turkey Feature Highlights

Retailer promotions are at the same level as last week, but the focus moves from low cost grinds to higher priced white meat cuts. Special rate promotions are widespread in the Central and Western regions. Few fresh and frozen hens, and no toms, are offered this week. Fresh and frozen bone-in breasts are less active and prices are sharply higher. Fresh hotel style breasts are popular in the East. Rotisserie breast are heavily promoted in the East and prices trend higher. Prices advance on most white meat parts. Cutlets are widely featured and prices are very strong. More dark parts are offered and prices trend higher. Post holiday interest in grinds limit the quantity of offers, but the weighted average price is unchanged. Hurricane activity in the Gulf and Atlantic is affecting shopping patterns in those areas. Some grocery stores are closed and others experience disruptions due to power outages or delayed deliveries.

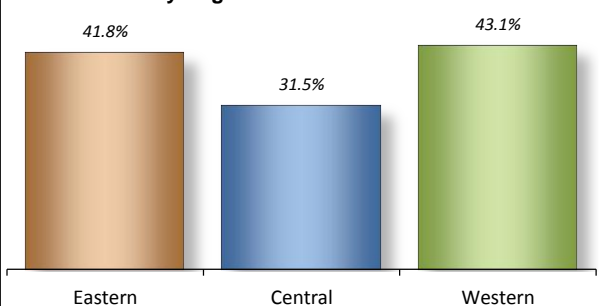
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/}	41.8% of 8,100 sampled outlets			31.5% of 5,650 sampled outlets			43.1% of 4,250 sampled outlets		
Special Rate ^{4/}	2.8% of stores w/ no-price promotions			9.8% of stores w/ no-price promotions			16.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,620			Activity Index = 2,210			Activity Index = 1,830		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.69	80	1.69	1.19	10	1.19			
" - Toms									
Frozen - Hens	0.99	120	0.99						
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	450	2.79				2.49	10	2.49
Frozen	0.99	100	0.99	0.99 - 2.19	180	1.57	1.79 - 1.99	210	1.97
Hotel Style									
Fresh	0.98 - 0.99	300	0.99						
Frozen									
Split, bone-in									
Fresh	2.69	40	2.69	2.69	30	2.69			
Rotisserie	5.99 - 9.99	1,260	8.21	5.99 - 7.99	380	7.87	7.99	150	7.99
Boneless, whole	3.99	10	3.99	4.39	10	4.39	4.39	140	4.39
Cutlets	3.29 - 4.99	1,040	4.55	4.99	30	4.99	4.99	160	4.99
Cutlets, thin sliced	3.49	10	3.49						
Strips							4.99	20	4.99
Tenders	3.29 - 4.99	170	4.87	4.39	20	4.39	4.39	20	4.39
Marinated Tenders	4.26	170	4.26	3.72	20	3.72			
Drumsticks	1.65	60	1.65	1.29 - 1.39	10	1.34			
Thighs									
Wings	1.65	60	1.65	1.29 - 1.39	10	1.34			
Necks				1.29 - 1.39	10	1.34			
Smoked Drumsticks				1.88	10	1.88			
Smoked Wings				1.88	10	1.88			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	460	2.75	2.49 - 2.50	210	2.50	2.99 - 3.00	140	3.00
Sausage	2.39 - 3.49	600	2.54	2.00 - 3.19	320	2.15	2.79	10	2.79
85% lean	1.00 - 2.30	100	1.72	1.39	10	1.39	1.97 - 2.00	320	1.97
93% lean	1.76 - 2.99	1,630	2.37	1.67 - 3.19	730	2.48	2.07 - 3.19	630	2.69
Breast (99-100% lean)	2.99 - 5.19	960	4.42	3.83 - 5.19	210	4.69	4.39	20	4.39
Rolls (frsh/frz 1 lb.)				0.97 - 2.50	240	1.65			